

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &
Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1363210

Schedule Dates 09/25/12-10/01/12
Advertiser Obama for America (30051)
Agency Greer Margolis Mitchell, Burns & Associates-Washi
Product POLITICAL CANDIDATE (ns) (1186)
Brand OBAMA FOR AMERICA (187386)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Bassett, Laura
Phone/Fax /
CPE 95/101/1536
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments OBAMA FOR AMERICA
JONATHAN VITTI

Date Entered 08/27/12
Last Modified 08/27/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09797048
Demo A35+-R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$550.50
Net Total \$3,119.50
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	45	\$2,760.00
Oct. 2012	4	\$910.00
Grand Total:	49	\$3,670.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/25/12-10/01/12	3	:30	7A-ABC-Good Morning America	1	1	1	1	1	1			5	\$25.00	\$125.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/27/12
2.0	Normal Line / SPOT (2)	09/25/12-09/28/12	3	:30	9A-The Doctors	1	1	1	1	1				4	\$20.00	\$80.00	Greensboro (WXLV)	THE DOCTORS	8/27/12
3.0	Normal Line / SPOT (3)	09/29/12-09/29/12	3	:30	8A-ABC-Good Morning America Saturday							1		1	\$10.00	\$10.00	Greensboro (WXLV)	GOOD MORNING AMERICA WK	8/27/12
4.0	Normal Line / SPOT (4)	09/30/12-09/30/12	3	:30	10:58-40A-ABC-This Week								1	1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	8/27/12
5.0	Normal Line / SPOT (6)	09/25/12-09/8/12	3	:30	12P-1P (EST)		1	1	1	1				4	\$20.00	\$80.00	Greensboro (WXLV)	MILLIONAIRE	8/27/12
6.0	Normal Line / SPOT (7)	09/25/12-09/28/12	3	:30	12:57-56P-ABC-The Chew	1	1	1	1	1				4	\$20.00	\$80.00	Greensboro (WXLV)	THE CHEW	8/27/12
7.0	Normal Line / SPOT (9)	09/25/12-09/28/12	3	:30	3P-Anderson Cooper	1	1	1	1	1				4	\$50.00	\$200.00	Greensboro (WXLV)	ANDERSON COOPER	8/27/12
8.0	Normal Line / SPOT (10)	09/25/12-09/28/12	3	:30	5P-Ricki Lake	1	1	1	1	1				4	\$25.00	\$100.00	Greensboro (WXLV)	RICKI LAKE	8/27/12
9.0	Normal Line / News (11)	09/25/12-10/01/12	3	:30	5:58-30P-News-News 14 Carolina on ABC 4.5 at 6m	1	1	1	1	1				5	\$45.00	\$225.00	Greensboro (WXLV)	NEWS14 ABC45	8/27/12
10.0	Normal Line / News (14)	09/30/12-09/30/12	3	:30	6:28-45P-ABC-World News Sunday							1		1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/27/12
11.0	Normal Line / Prime (15)	10/01/12-10/01/12	3	:30	7:57-56P-ABC-Dancing With The Stars (Monday)	1								1	\$800.00	\$800.00	Greensboro (WXLV)	DANCING WITH THE STARS	8/27/12

CONFIRMATION CONTRACT

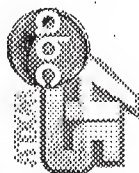
Accepted-Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:



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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Prime (16)	09/25/12-09/25/12	3	:30	7:57-8:56P- ABC-Dancing With The Stars (Tuesday)	1		1						1	\$900.00	\$900.00	Greensboro (WXLV)	DANCING W/ STARS RESULTS	8/27/12
13.0	Normal Line / Prime (17)	09/25/12-09/25/12	3	:30	10P- ABC-Private Practice (Tuesday)	1		1						1	\$705.00	\$705.00	Greensboro (WXLV)	PRIVATE PRACTICE	8/27/12
14.0	Normal Line / News (20)	09/25/12-10/01/12	3	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1		1	1	1	1			5	\$40.00	\$200.00	Greensboro (WXLV)	NEWS14 ABC45	8/27/12
15.0	Normal Line / SPOT (21)	09/25/12-09/28/12	3	:30	11:35P- ABC-Nightline	1		1	1	1	1			4	\$15.00	\$60.00	Greensboro (WXLV)	NIGHTLINE	8/27/12
16.0	Normal Line / SPOT (22)	09/25/12-09/28/12	3	:30	12:02:05A- ABC-Jimmy Kimmel Live	1		1	1	1	1			4	\$5.00	\$20.00	Greensboro (WXLV)	JIMMY KIMMEL	8/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: *M. B. Burns* Date: *8/31/12*
Comments: _____

Rep Order# 9797048 Ver# 1 Status New

Traffic Order# 1363210

Printed: 08/17/2012 1:41 PM
Last Received: 08/17/2012 12:02 PM
Showing Buylines: All Rep Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

***** Contract Coversheet *****

V.1 8/17

NEW POLITICAL ORDER. STARTS 9/25. TOTAL \$4130

PLS CF- CHRISTINA FOR JON

CF 8/13

Rep Order# 9797048 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 1:41 PM
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Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM
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Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU-F,M	09/25-10/01	7A-9A	GOOD MORNING AMERICA	.30	\$25.00	5	1	5	\$125.00
2	TU-F,M	09/25-10/01	9A-10A	JUDGE MATHIS	.30	\$20.00	4	1	4	\$80.00
3	SA	09/29-09/29	8A-9A	GOOD MORNING AMERICA WK	.30	\$10.00	1	1	1	\$10.00
4	SU	09/30-09/30	11A-12P	THIS WEEK	.30	\$25.00	1	1	1	\$25.00
5	TU-F,M	09/25-10/01	11A-12P	VIEW	.30	\$20.00	4	1	4	\$80.00
6	TU-F,M	09/25-10/01	12P-1P	MILLIONAIRE	.30	\$20.00	4	1	4	\$80.00
7	TU-F,M	09/25-10/01	1P-2P	THE CHEW	.30	\$20.00	4	1	4	\$80.00
8	TU-F,M	09/25-10/01	2P-3P	GMA IN THE AFTERNOON	.30	\$20.00	4	1	4	\$80.00
9	TU-F,M	09/25-10/01	3P-4P	RIKI TAKE Anderson	.30	\$50.00	4	1	4	\$200.00
10	TU-F,M	09/25-10/01	5P-6P	DOCTORS	.30	\$25.00	4	1	4	\$100.00
11	TU-F,M	09/25-10/01	6P-630P	NEWS14 ABC45	.30	\$45.00	5	1	5	\$225.00
12	TU-F,M	09/25-10/01	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
13	SA	09/29-09/29	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00

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 Rep Firm
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 Salesperson () JONATHAN VITTI
 Salesperson Phone# 202-955-5342
 Salesperson FAX#

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14	SU	09/30-09/30	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
15	M	10/01-10/01	8P-10P	DANCING WITH THE STARS 15	.30	\$800.00	1	1	1	\$800.00
16	TU	09/25-09/25	8P-9P	DANCING W/T STARS RESULTS	.30	\$900.00	1	1	1	\$900.00
17	TU	09/25-09/25	10P-11P	PRIVATE PRACTICE	.30	\$705.00	1	1	1	\$705.00
20	TU-F,M	09/25-10/01	11P-1135P	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
21	TU-F,M	09/25-10/01	1135P-1205A	NITELINE	.30	\$15.00	4	1	4	\$60.00
22	TU-F,M	09/25-10/01	12A-1A	JIMMY KIMMEL	.30	\$5.00	4	1	4	\$20.00

12A-1A

---REPORT TOTALS---

Report Totals. 63 / \$4,130.00

---SALES MONTHLY TOTALS---

Sep 12. 49 / \$2,970.00 Oct 12. 14 / \$1,160.00

Sales Totals. 63 / \$4,130.00

Station Totals. 63 / \$4,130.00

Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals	\$51,625	CABL 0%	UNKN 0%	WBFX 0%	WCWG 0%	WFMY 30%
		WGHP 28%	WMYV 3%	WUPN 0%	WXII 31%	WXLV 8%

Books null
Demos RA35+

4103

Rep Order# 9797048 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 1:41 PM
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Showing Buylines: All Lines

4 of 4

Station WXLV-TV GREENSBORO/W.SALEM
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